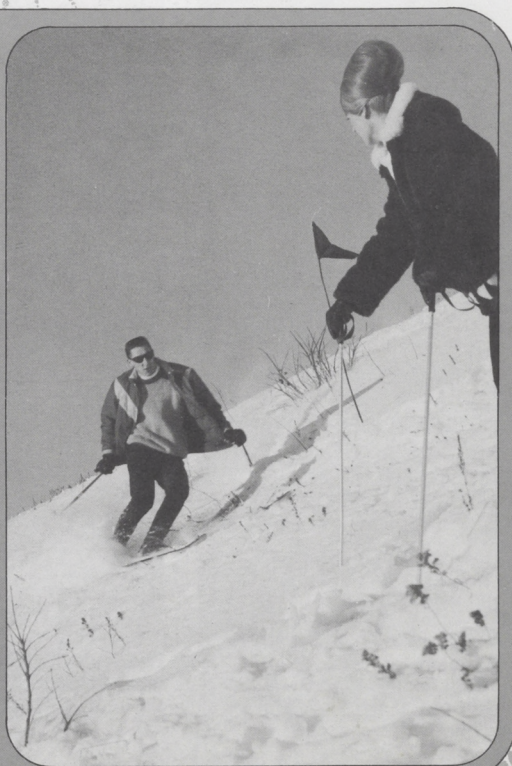


CONTACTS



NOVEMBER

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Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

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EDITOR: Michael Hartley

Publications Office,
T. Eaton Co. Limited,
Winnipeg Store
Phone SU 3-2115

Correspondents

Blanche Benson Brandon
Annette D'Angelo . . . Port Arthur
Lillian Gavin Regina
Joe Laxdal Saskatoon

COVER STORY: Tom Townsend, Sporting Goods, outfits his two sisters, Mina, centre, Electrical Appliances, and Marcia, Customer Accounts, with ski equipment from the Ski Hutt on the third floor of the Winnipeg Store. This is the season when the three Townsends and sports enthusiasts throughout Canada are heading for the slopes to take part in one of the world's most exciting sports.

POLO PARK:



Plant Manager E. W. Rogerson stands in front of the completed north entrance.

You'll probably hear a lot more about Eaton's new Polo Park store in the weeks ahead. There have, of course, been newspaper stories, magazine articles, radio and television coverage on the project's progress. But, between now and the May, 1968 opening date, publicity starts in earnest.

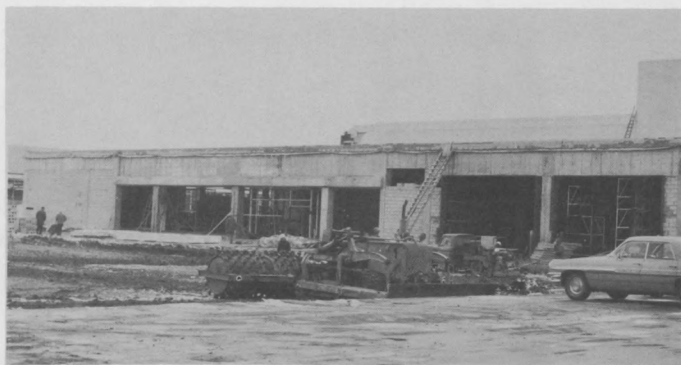
Preparation for this exciting event is also building up steam in Winnipeg as staff gets ready for the challenges ahead.

"I'm eagerly looking forward to moulding together a new team to tackle the job, and also to opening up in a marketing area with tremendous growth potential," said B. B. Westcott, Polo Park Store Manager.

Winnipeg's population growth from 1956 to 1966 increased by over 23 per cent, while during the same period the population of St. James, Assiniboia, Tuxedo and Charleswood — areas adjoining Polo Park — jumped by 70 per cent.

"There's no sign of a let-up in suburban expansion," said Mr. Westcott.

Of equal importance is the area's growing number of middle income



East side of the building faces a proposed out-door sales area, for boats and garden supplies, and a parking lot. Two doors at right are the entrance and exit for trucks making deliveries to the shipping and receiving dock.

Destined to be one of the finest stores of its size on the North American continent

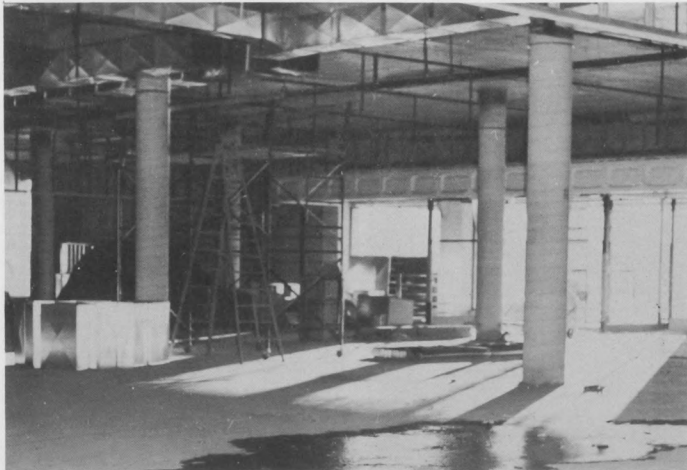
people and disproportionately larger number of married couples with young families.

These factors had a influence on

the new store's design. Polo Park Project Manager John McDiarmid describes the store's layout this way: "The building is designed from



Construction crews are digging the foundations for an air conditioned enclosed mall that will link Eaton's store to the main shopping centre. This area will be decorated with fountains and shrubs.



The present unfinished interior of the building will soon be transformed into a brilliant fashion showplace.



Polo Park Store Manager B. B. Westcott, left, and Polo Park Project Manager John McDiarmid tour the building site.

Polo Park: New Store Opens in May, 1968

the inside out. In other words, instead of constructing a store and then arranging the merchandise to fit the structure, this store has been built with one thing in mind — to

highlight the merchandise and for customer convenience."

As a result, the store will have a number of exciting and unique features.

When shoppers enter the store, they'll see a dynamic new fashion accessory plan. Instead of restricting, closed, glass show cases, the store will feature a series of streamlined, easily-accessible displays.

Throughout the fashion area, Eaton's Polo Park outlet has adopted a revolutionary 'Age-Look' concept.

"This idea involves the arrangement of men's and women's fashions according to look or style preferences," said Mr. McDiarmid.

The big difference is that all merchandise relating to style or look of each group is presented in a single area, as opposed to the traditional arrangement based on merchandise types or sizes, he added.

Another highlight of the fashion areas is a co-ordinated colour treatment of floor coverings, fixtures and displays, an exciting innovation designed by Daniel Swartzman of New York, one of North America's top department store interior designers.

Another focal point in the store will be a Leisure Area on the main floor. Here, specialty shops will sell guns, sporting goods and fishing equipment. Adjoining this area is a large outdoor centre, open during the summer months, featuring closely related items like boats and motors, as well as gardening supplies.

To reach the Polo Park store's upper level an 'escalaire' will be installed. An escalaire is an escalator with glass walls to permit visual use of space previously required to house the stairs itself.

The accent on the upper deck will be on merchandise relating to home furnishings. Also on this floor, overlooking the mall, are the staff and customer eating facilities.

The store's 3-floor structure has radically changed the Polo Park shopping centre's skyline, and despite a six week carpenter strike, construction is right on schedule.

In the New Year, when Eaton's moves in, the building will be transformed into one of the finest stores on this continent.



A billboard outside the new store advertises the projects opening date in May, 1968.



Beside the new store's west entrance are three 60-foot flag poles.

Bargain Centre Tackles New Marketing Plan

The Warehouse Bargain Centre in Winnipeg made a major marketing change to streamline the outlet's operation and increase the Company's share of the market.

The Centre, an integral part of the Service Building, switched from marketing an assortment of soft and

heavy goods to concentrating all its efforts on selling a wide range of home furnishings, televisions and white goods.

Warehouse Bargain Centre Manager Laddie Hutchinson, who previously headed the Store's Sporting Goods department, explained the reason for the change-over.

"We're located next to one of the largest heavy goods warehouse buildings in Western Canada and the Centre is a logical place to market this merchandise," he said.

"By focusing on heavy goods we can give our customers a greater selection, both in merchandise and price range," he added.

The Centre's staff are currently preparing for a 'Snowmobile Day', to be held this winter, when they plan a special demonstration of snowmobiles and snow blowers.



Bill Palmer, Roggie Petursson, Evelyn Gordon and W. A. Hutchinson, Store Manager, Warehouse Bargain Centre.



Salesman George McBride demonstrates an automatic dryer.



Dorothy Sephton, Catalogue Sales, displays the new Eaton Christmas Catalogue.



A panoramic view of the Warehouse Bargain Centre.

People Who Need People

"We need people today — and tomorrow we'll need hundreds more," said Hy Rosenstein, Employment Manager. "Most people don't realize the number of applicants we see each year or the variety of activities that occur in our Employment Offices throughout the division," he added.

The range of activities taking place in the employment office includes not only interviewing and testing of applicants but also the evaluation of each applicant, the hiring process, orientation for new people, school recruiting, exit interviews and on-the-job reviews of staff.

Eaton's recruiting and hiring methods are designed to meet today's special needs. Recruiters seek out qualified men and women at universities, high schools, technical and vocational schools. Classified advertisements bring in many applicants to employment offices throughout the division. Eaton's is also assisted by Canada Manpower in hiring new people. "Evaluation is the most important function of the employment office," said Mr. Rosenstein. There's no room for favouritism, prejudice or discrimination", he added.

"Our guiding principal is fair and equal opportunity for all applicants,"

said Mr. Rosenstein. "We are willing to spend plenty of time talking to applicants because we feel that it's important for each person to have an opportunity to sell himself."

Apart from interviewing, personnel representatives have another important role. They've an open door policy to all staff who need career counseling or advice on other matters.

The pace of activities in the Employment Offices is accelerated in fall and before major sales promotions.

This year well over 4,000 people have been processed by personnel departments in the division. Staff



Employment Manager H. Rosenstein interviews Linda Matheson, who recently joined the Company as a Wage Administration Analyst in the Wage Administration department.

"We need people with training, ability and the willingness to work and meet the challenges of today's business," says Mr. Rosenstein.

have not only been recruited from local schools and universities, but from as far away as the United Kingdom. The Employment Offices also assist in finding staff, from within the company, to fill higher level jobs.

Several new projects, designed to help establish better employment practices, are now in effect. In Winnipeg a Personnel Office was recently opened in the Service Building to give staff better personnel services. An improved review of new staff has been put into effect through an intensive follow-up system.

The new computer system has streamlined Employment Office procedures by speedy processing of staff information. "The Employment Office is a very exciting place to work," said Divisional Personnel Manager W. H. Evans. "I feel our people do an excellent job and use good judgement in their selection. Getting highly qualified new staff is very important as far as the company is concerned because the future of the company will be in their hands."



Employment Supervisor Rose Collins, right, is assisted by clerical staff members Dorothy Sorenson, left, Eva Haddad and Linda Baxall.



Blanche Benson, Brandon Personnel Manager, interviews new applicants and takes a keen interest in the welfare of people in the Wheat City store.



Dave McKenzie, who is in the Staff Development Dept., visits the University of Winnipeg where Eaton's recruits new staff.



Service Building Personnel Manager Dave Arlidge assumes some responsibility for recruiting university and high school applicants. Mr. Arlidge is seen here at the Manitoba Institute of Technology.

People Who Need People



Catalogue Employment Supervisor Del Vopni and Marge Kilcup review an application form.



Yvonne Babineau, Secretary, Central Employment Office.



Port Arthur Operations and Personnel Manager M. A. McDowell, right, and Personnel Supervisor Barry Todd are in charge of interviewing and training new staff members. Mr. Todd is a recent graduate of the Lakehead University.



Ruby Fraser interviews applicants at the Winnipeg Service Building's Personnel Office.



Regina Personnel Manager Tom Graham is responsible for the selection of new staff in the Regina-Moose Jaw complex. Mr. Graham is assisted by Carol Korven and Doris Pitman.



Saskatoon Personnel Manager Nap Ruzesky is responsible for personnel activities in Saskatoon, Prince Albert and North Battleford. He is assisted by Mabel Hutcheson.



The first thing the applicant sees is the smiling face of receptionist Karine McAndrew.



Employment Representative Edna Andrew lines up many of her interviews by telephone.



Personnel Representative Randy Stinson interviews an applicant.

How to Succeed in Business By Really Trying

Behind some of the advances and innovations in retailing are the people who make things happen—the buyers. Their talent and energy infuse new life into stores across the division, by filling them with the latest fashions and the most up-to-date merchandise. The major portion of the buying done by Eaton's Group 'B' Merchandise office in Winnipeg is men's wear, while the balance of purchased merchandise ranges from fashion fabrics to kitchen clocks.

According to Divisional Merchandiser J. A. Ferguson, styles in men's fashions have changed radically from a decade ago.

"Men's clothing, that has been so dull for so long, is getting livelier and more imaginative," said Mr. Ferguson. These changes have made buying men's wear more interesting and varied, he added.

Main characteristic of the new garb is a complete breakaway from staid, unchanging styles to an outpouring of bright colours — and an individual approach to men's fashions. "The old muted tones and subdued shades like black, blue, olive and brown have given way to lighter and brighter hues," Mr. Ferguson said.

This trend affects a wide range of merchandise. "Up to three years ago, ninety per cent of men's dress shirts on sale were pure white," said Commodity Merchandiser John Mainella. "Today we're buying only fifty per cent white and the balance coloured and striped."

As styles and fashions change so fast we have to buy on a short term basis, said Mr. Mainella. To get a preview of new fashions, Mr. Mainella visits manufacturers and suppliers in Toronto, Montreal and New York.

"A style that's becoming increasingly popular is the turtle neck sweater," said Mr. Mainella. This fashion really caught on when such trend-setters as Senator Robert Kennedy, Johnny Carson and Lord Snowdon began

frequently wearing them, he added. The new line approach to men's styles is also affecting fashion fabrics.

Commodity Merchandiser K. Barling claims that every year dress fabrics are becoming brighter and like the white shirt and black tie, many staid patterns have become the victim of change.

"Manufacturers are experimenting with new fabrics which are soil and water resistant," he said. On a buying trip to New York, Mr. Barling was shown a sample of woven stainless steel that felt like wool.

Another product that's changing with the times — clocks and watches. Commodity Merchandiser Alex Cranston works closely with Eaton's Buying Offices when buying time pieces in Europe. "Eaton's Solar watches and clocks have become increasingly more streamlined and colourful," he said. Mr. Cranston also purchases jewellery, flatware, cutlery and diamonds for the division.

The fashion rebellion has also overtaken the cosmetic and perfume business. Commodity Merchandiser John Marshall said the variety and number of new brands on the market is an indication that more people have accepted the use of these products. Apart from buying, Mr. Marshall's job also includes making of arrangements for cosmetic and drug displays and promotions throughout the division.

Mr. Marshall and his staff are kept up-to-date on the latest sales figures by an advanced unit control system called Scientific Inventory Management. Current sales figures, supplied by SIM, let the merchandisers know which items are selling well and when to place new orders.

Buying the best merchandise for Eaton's isn't easy — even with the help of inventory controls. But, if you want to know how to succeed in business by really trying . . . Ask a buyer.



Men's Specialty Shop Opens in Winnipeg

A new men's specialty shop called the Pine Room opened in the Winnipeg Store on November 3.

The Pine Room is geared to professional and management men who can shop for almost all their clothing needs in one specific spot.

"We can completely outfit a customer, except for his shoes," said Sales Supervisor B. C. Scrivener, who heads the new shop.

The Plant Office designed the Pine Room with rich oak panels which gives it a club-like atmosphere. Lavish furnishings, supplied by the Display department, make the specialty shop look like the interior of an English manor house.

The shop sells an assortment of

suits, ties, hats, belts, overcoats and accessories.

Assisting Mr. Scrivener in the new area are Patrick Hannigan, Bob Erb and Sam Gold.



Salesman Patrick Hannigan, left, shows a customer a suit in the spacious new Pine Room.



Sales Supervisor B. C. Scrivener directs the new shop's operation.

1967 Catalogue

Lists 14,000 Items

The 1967 Eaton catalogue has 796 pages, 372 or 46.7 per cent of them in colour.

Between 1.6 million and two million are produced for the company's cross-Canada operation. The catalogue requires 2,860 tons of paper, 210 tons of ink, 13 tons of glue and contains more than 14,000 items.

White Wins

Tom White, Winnipeg Furniture Department, won first prize in the recent month-long Home Furnishings Sales Contest.

In second place was Bill Stanko, Mike Kubara came third and Gordon Beck, fourth.



The Pine Room is located in the North-West corner of the Winnipeg Store's main floor at Portage and Hargrave.

COMMENT

Retailing Concerns Everyone

Nearly every person in the Western Division, no matter where he lives or what his occupation, has regular dealings with retailing. Almost everything we use is bought from one kind of retail organization or another.

Retailing in Canada has become a giant industry. Retailers sell approximately 20 billion dollars worth of goods a year, and one working Canadian in six is directly employed in the trade.

But retailing supports many more people than just those who work in stores. For example, retailers keep many thousands of Canadians busy supplying raw materials to factories, where they are turned into finished goods; the goods must then be shipped to stores, to be sold and delivered to customers' homes.

Retailing also helps employ people who work in such major industries as steel, lumber, and pulp and paper. The business also assists minor industry as well, like paper box factories and market gardens.

Because retailing affects the lives and incomes of so many people, it is very important to the economy of the country.

Alta's Eleanor Korson Captures Top Prize

Eleanor Korson from Peace River, Alberta, received the \$75 award for winning the October In-Store Solicitation contest.

The \$15 runner-up awards were presented to the following Eatonians: Iva Aitchison, Brandon; Agnes Ralph, Winnipeg; Mrs. M. Bender, Heavy Goods Store, Prince Albert; Mrs. R. Stefanko, Winnipeg Catalogue; Don Hallman, Regina and R. Moodie from Port Arthur.

Roaring Game Begins at Highlander



Divisional Personnel Manager W. H. Evans threw the first rock at the opening of the Winnipeg Men's Curling Club season, Highlander rink, Oct. 25. Mr. Evans is assisted by Staff Relations Manager Vic Fotheringham, left, and curling club president Stan Mathias.



FULL HOUSE: Members of the Ladies' Curling Club held their first game of the season at Winnipeg's Highlander rink Oct. 28. From left to right are: Lil Greenberg, May McKitten, Tina Van Derakker, Evelyn Haycock, Ruth Ross, Ethel Smith and Win Crouston, club president.

Six Suggestions Won Awards Totaling \$85 in October

Eatonians collected \$85 for the ideas they submitted through the Company suggestion system in October, according to the minutes of the Staff Suggestion Committee meeting held in the Winnipeg Store, Oct. 26.

Albert Headon, Caretaking, received the top prize of \$25 for his suggestion that inserts be placed above each store doorway indicating the closing hours.

A \$20 award was presented to Mrs. K. Bodley, Car Park, for her suggestion that Eaton fliers be sent to the car park for customers who forget to pick them up in the store. Two \$10 prizes were presented to Mary Harris and Betty Ralph for their helpful ideas.

Of special interest was the presentation of two \$10 constructive think-

ing awards to Mrs. J. G. Harding and Mr. C. Chesley.

SASKATOON SUGGESTORS

Ann Coulter and Fran Foscett of the Saskatoon store were recently given awards for submitting suggestions.

Mrs. Coulter suggested a new way to code price tickets on lingerie, while Mrs. Foscett outlined a method to streamline the wrapping of parcels in the Gift Wrap Department.



Ann Coulter and Fran Foscett of the Saskatoon Store, won awards for recent suggestions.

Catalogue Distribution Centre Opens in Toronto



The opening of Eaton's modern new Catalogue Distribution Centre in Scarborough, a Toronto suburb, consolidates the storing, processing and shipping of merchandise required to service catalogue customers in Ontario and Quebec. The 812,000 square foot building took over four years of planning and construction to complete.

Players Please

Over 15 Winnipeg staff members have expressed interest in playing hockey on an Eaton team. A few more players are needed to bring the team up to strength, so organizers can arrange exhibition games with local firms.

Several soccer players also are needed to swell the ranks of a proposed soccer league, to start next year.

Angus Macdonald, Wage Administration Manager, has agreed to referee and coach the hockey team, while Roger Winton, Merchandise Control Manager, will direct the soccer group.

If you're interested in playing either sport, please send your name to the Publications Office, Winnipeg Store.

Pet Show

A Winnipeg staff Dog Show is being planned for early next year. This show is open to all active and retired Eatonians, and the accent of the event will be on fun as well as competition. All breeds and types of dogs are eligible to enter this event. Bill Nixon, Pet Department, an experienced dog breeder, has agreed to judge the show. Applications should be mailed to the Publications Office, Winnipeg Store.



The nerve centre of the new building is the Administration wing. On the main floor is a Catalogue Clearance Sales Area.

Company Sales Training Manager Outlines Selling Techniques At Blast-Off Meeting

W. Rawcliffe, Company Sales Training Manager in Toronto, gave a dynamic talk on selling at the Winnipeg Store's Blast-Off campaign meeting for sales staff Nov. 16-17.

"Many salesmen have repeatedly asked me what constitutes creative selling?" Mr. Rawcliffe said. He outlined five necessary steps to conduct a prospect from the first stage to the close of the sale.

The first step: Attention. Throw out the "May I help you?" Mr. Rawcliffe urged. Instead use the merchandise approach, show real interest in your customer, introduce yourself, and get the prospect's name. This breaks down the strangeness of the first meeting and puts the interview on a personal basis.

Step two is arouse your prospect's interest. "Point out how the product will benefit the customer," said Mr. Rawcliffe. People are always interested in something that will benefit them, he added.

"Having obtained the prospect's attention and interest in the product, then convince the customer by actual demonstration," said Mr. Rawcliffe. Stress quality and performance, he added, and the satisfaction of buying from Eaton's. Our guarantee is the complete assurance of satisfaction at all times.

The fourth stage of arousing the prospect's desire to own the product,

is achieved by pointing out the customer's need for the merchandise and emphasizing their wants. "Many people buy because of an appeal to their emotions," said Mr. Rawcliffe, "rather than a straight presentation of facts."

The close of the sale is the fifth step. "In many cases, good salesmen complete their presentation of all five steps, then simply ask the customer for the order," said Mr. Rawcliffe.

In this way, he said, any objections that the customer has in mind will be brought out and you can then proceed to list again all the advantages of buying from Eaton's.



SALES PROMOTERS: W. Rawcliffe, Company Sales Training Manager, right, and I. L. McLean, Store Personnel Manager, emphasize the importance of selling.



GIFTS OF TOYS: Fashion Co-ordinator Lillian Vadeboncoeur, second from the right, and Susan Rumberg, College Shop, presented a box full of dolls, made by Junior Councillors, to youngsters at the Winnipeg Society for Crippled Children.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

Mr. S. E. Clayton, Winnipeg Service Building, 42 years of service.

Miss H. Lauderdale, Winnipeg Alterations, 37 years of service.

Mr. G. A. Dale, Winnipeg Washing Machine Repair, 33 years of service.

Mr. S. F. Quinlivan, Winnipeg Electricians, 32 years of service.

Mr. S. Jopling, Commission Salesman, Winnipeg Service Building, 27 years of service.

Mr. L. Wydrowski, Winnipeg Shoe Repair, 25 years of service.

Mrs. M. McGuire, Winnipeg Advertising, 21 years of service.

Miss I. Dunsheath, Winnipeg Men's Shoes, 14 years of service.

Mrs. A. Mazur, Winnipeg Sausage Workroom, 13 years of service.

Radios, TVs Move to New Location

To make way for Winnipeg's new Gallery of Fine Furniture, now under construction on the 7th floor, the Radio, Television and Music departments moved this month to a spacious new area on the 6th floor.



Chris Winter



Hugh Devion

Future Leaders Complete Management Training

Twenty-nine management trainees completed a comprehensive Management Trainee Course in Winnipeg on November 8.

The 8-month course is designed to equip them with a basic knowledge of the retailing business plus skills in leadership and human relations. An initial orientation program acquainted the trainees with the Store's operation and Company policies.

The graduates received certificates for American Management Association and Effective Speaking courses at a get-together held in the Marlborough Hotel.

The management trainees are: Valerie Major, Children's Wear; Darla Inglis, Kitchenware; Lorraine Koren, Merchandise Control; Joanne Holm, College Shop; Judy Semochuk, Women's Lingerie; Bev Matchett, Ladies' Sportswear; Eve Ingram, Girl Friday Shop; Angela Campigotto, Merchandise Control; Sharon Mitchell, Merchandise Control; Al Clarke, Customer Service — Catalogue; Ian Leithead, Budget Fashions; Ian Ross, Boys' Clothing; Del Vopni, Catalogue Employment Supervisor; Peter Luit, EDP; Mike Sambork, Merchandise Control; Dave Plummer, Industrial Engineering; Lorne Lindenburg, Industrial Engineering; Randy Stinson, Store Employment; Rick Anderson, Casual Wear; Howard Blatt, Valley

Room; Bob Dunster, Industrial Engineering; Doug Craig, Housewares; Robert McIntosh, Kitchenware; Ted Whicker, Industrial Engineering; Max Stitz, Furniture; Gordon Brown, Divi-

sional Workroom; Brian Malinsky, Pictures and Frames; Tom Graham, Regina Personnel Manager and Barry Todd, Personnel Supervisor, Port Arthur.



Divisional General Manager D. S. McGiverin presented a gavel to Ian Leithead, Budget Fashions, for being the most improved speaker during the Management Trainees' Effective Speaking Course. Mr. McGiverin made the presentation at the Management Trainees' graduation get-together held at the Marlborough Hotel, Winnipeg, Nov. 8.



G. BARKER, Interior Design Studio, received praise for the excellent attention he and the department gave to a customer, Mrs. D. C. McGavin, during her family's recent move to the city.



HOLIDAY FLIGHT No. 2: Eaton's Recreational Club is now offering active and retired Eatonians, and their families, a split charter flight to London, England, via a Wardair Boeing 727 yet. The supplementary flight leaves Winnipeg Airport May 20 and returns June 19. The return trip costs \$270. A \$50 deposit should accompany the application. An additional payment of \$100 is required by Jan. 15 and the balance a month later. Where-To-Go Travel Service on the 8th Floor of the Winnipeg Store is handling the arrangements.

Once Upon a Ladder

Will this phrase be the epitaph on your tombstone? Will your "swan song" carry this title? Will this thought bring to mind a real-life tragedy rather than a happy ending? Will you be one of the 4,000 Canadians each year who suffer disabling injuries because of ladder accidents?

You need not be, but it all depends on you. It depends on you because almost every ladder accident that occurs is the direct result of negligence on the part of the user.

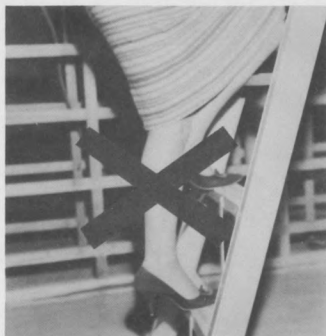
Statistics collected by the National Safety Council indicate that one-third of the ladder accidents are caused by improper climbing or descending. Another one-third are caused by people not fastening the ladder securely.

Thus, two-thirds of the ladder accidents easily could have been prevented by the user — YOU. Always climb and descend facing the ladder, take one step at a time and never hurry. Always be sure the ladder is fastened securely, especially extension ladders.

The remaining one-third of the ladder accidents were caused by use of defective ladders, use of the wrong type of ladder, and working unsafely on a ladder. You will notice that only one item hinted that the ladder was a contributing factor to an accident. And even defects in ladders can be discovered if each ladder is checked before using.

Thus, one might draw the conclusion that the causes of ladder accidents are controllable, and by YOU — the user.

Above, right, is an illustration of one of the do's and don'ts of ladder safety. Let's make "Once Upon a Ladder" have a happy ending for everyone — every time.



DON'T use high heels for climbing ladders. This is especially critical on a ladder with grating-like steps. Catching a heel in one of these steps could result in a fall and subsequent serious injury.



DO wear proper shoes when climbing a ladder. Be sure the shoes are free from gum, mud or other material which could affect your footing and your balance. Do place feet firmly on the ladder.

SERVICE ANNIVERSARIES

40 YEARS



Miss P. A. McCulloch, Winnipeg Budget Lingerie, November 28.

25 YEARS



Mrs. Florence Gibbs, Winnipeg Customer's Accounts December 7.



MRS. M. A. GUTERSON, CSO Supervisor, Drumbeller, Alberta, celebrated her 25th anniversary on Oct. 30. She was presented with a diamond ring and certificate by G. M. Jones, District Sales Supervisor.

Eatonians Make Good Neighbours



Pints of blood to save lives. Red Cross blood donor clinic co-ordinator Ruth Gudgeon, centre, happily links arms with two long-time donors: Mel Sutherland, left, and Percy Cook.

Mel Sutherland and Percy Cook

Some day Mel Sutherland, Divisional Audit, and Percy Cook, Express Shipping, may be in the Red Cross Hall of Fame, if they ever get around to erecting one.

At a recent Red Cross Blood Donors Clinic in Winnipeg, Mel gave his 77th pint of blood and Percy donated his 68th. Their combined gifts of blood would supply enough to replace the blood of 18 adults.

"It makes you feel pretty good to be able to help other people this way," said Mel, "and it doesn't really bother me at all."

"Some people are afraid of being weak afterwards", Mel added, "but they take less than a pint at a time and it causes no ill effect".

Percy Cook, who has 'O' positive blood, which mixes with every type, began giving blood on a regular basis when he saw the amount of this life-giving substance being pumped into his brother during an operation. "I was determined to give some of it back," he said.